

Press release

German CEO Excellence Awards 2024: ASAP CEO Michael Neisen receives award

EU Business News magazine recognizes strategic leadership and clear vision for the future of mobility

Ingolstadt, 04.06.2024. Michael Neisen, CEO of the ASAP Group, has been named CEO of the Year 2024 in the Autonomous/EV Engineering category. The magazine “EU Business News”, which reports extensively on innovative European companies, is thus honoring his many years of service. Under Neisen's leadership, the ASAP Group has developed from a start-up to a globally successful engineering partner for the automotive industry. A decisive factor in this was the clear focus of engineering on the future of the automobile and the creation of a modern corporate culture.

From the very beginning, the ASAP Group has focused on future-oriented technologies such as autonomous driving, e-mobility and connectivity. Neisen has been sharpening the company's profile since he joined in 2009, shortly before the ASAP Group was officially founded. ASAP impresses with innovative solutions in electrics/electronics, software, consulting & service, testing and vehicle development. On the other hand, customers also benefit from numerous synergy effects that ASAP experts identify across the various service areas.

Neisen's clear focus of the engineering service portfolio on the requirements of the megatrends in automotive engineering has always been decisive in its successful further development, as “EU Business News” points out. Under this premise, ASAP became one of the top 20 engineering service providers in the world with the highest turnover. At the same time, the ASAP Group recorded exceptional growth in the number of employees: As of January 2024, 1,700 employees were working for the Group at nine locations across Germany.

Foundation laid for further growth and internationalization

Key entrepreneurial decisions under the leadership of Michael Neisen were decisive for this, such as the acquisition of a 35% stake in ASAP by strategic partner ZF Friedrichshafen AG in 2018. This step set a milestone for the further development of the Group in the areas of autonomous driving and electromobility. The subsequent acquisition of all company shares by HCLTech, a leading global technology and IT services company, in 2023 laid the foundation for the further growth and internationalization of the ASAP Group, which operates

as an independent subsidiary. Together with HCLTech, ASAP is driving innovation in areas such as software-defined vehicles and IoT systems.

By naming Neisen CEO of the Year 2024 in the Autonomous/EV Engineering category, EU Business News magazine is also honoring the further development of ASAP's corporate culture initiated by Neisen. This is characterized, among other things, by the comprehensive promotion of innovation and collaboration, a high degree of flexibility and respectful cooperation.

“I am delighted to receive this award as part of the German CEO Excellence Awards 2024. Of course, it is not just for me, but also for the many dedicated colleagues at ASAP, without whom ASAP's long-standing success story would not have been possible. I feel reassured that we at ASAP have set and continue to set the right focus together. With commitment and innovative strength, we will continue to expand our service portfolio and offer customers and partners in the automotive sector decisive added value in the future,” says Michael Neisen.

After studying automotive engineering at Hamburg University of Applied Sciences in 1990, Neisen himself began his career as a body developer at one of Europe's leading engineering service providers and quickly became Managing Director. In 2009, Michael Neisen became a partner and took over the management of the company together with Gürsel Sen – this was followed by the reorientation of ASAP.

Visual material:



Caption: CEO Excellence Awards 2024: Michael Neisen, CEO of the ASAP Group, receives the award in the “Autonomous/EV Engineering” category.

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The ASAP Group

The ASAP Group was founded on January 1, 2010 with a clear focus on future automotive technologies. Today, the development partner to the automotive industry can look back on almost unparalleled growth in automotive engineering: as of January 2024, 1,700 employees were working for the group of companies at nine locations. The ASAP Group, a subsidiary of HCLTech, offers comprehensive development services with a focus on megatrends such as e-mobility, autonomous driving and connectivity. With its six service segments – Electrics/Electronics, Software, Consulting & Service, Wiring Systems, Test & Validation and Vehicle Engineering – ASAP's strategic development focus is on future-oriented fields of technology.